

PUBLIC RELATION DENMAN'S TOPIC

Railway and Utilities Heads to Be
Speakers at State Session in
Chicago.

B. J. Denman, vice president of the Tri-City Railway company, and R. B. MacDonald, general manager of the Peoples Power company, will participate in discussing the topic of "Public Relations," at the opening session of the annual joint convention of the Illinois State Electric association, the Illinois Gas association, and the Illinois Electric Railways association in Chicago Wednesday and Thursday, March 15 and 16.

Plans for the stimulation of business generally, and announcement of new building projects calling for the expenditure of millions of dollars to meet the increasing demand for service will be features of the session.

More than 1,000 public utility men from all parts of the state are expected to attend, according to R. V. Prather, joint secretary of the association. Officials of the national associations will tell what is being done nationally towards putting "pep" into business and other speakers will outline campaigns for bringing more business to communities of the state. The use of more and better advertising for the promotion of business will be advocated by several speakers.

Problems arising out of the effort to extend electric service to the farms of Illinois is another important problem to be discussed. The annual banquet of the associations will be held Wednesday evening.

The discussion on "Public Relations" Thursday, will be led by John F. Gilchrist, vice president of the Commonwealth Edison company of Chicago. Among the speakers on this subject will be Martin J. Insull, vice president, Middle-west Utilities company, Chicago. J. R. Blackhall, vice president, Chicago and Joliet Electric Railway company, H. S. Whipple, manager, Rockford Gas Light and Coke company, and D. W. Snyder, Jr., general manager, Bloomington and Normal

HALF OF RIDING PUBLIC PURCHASE STREET CAR TICKETS, B. J. DENMAN SAYS FIGURES FOR WEEK INDICATE

About half of the street-car patrons purchased tickets the first week of its inauguration, estimates made by B. J. Denman, president of the Tri-City Railway company, show.

The first seven days of the system, 8,000 tickets were sold on the Illinois side of the river, close to the estimate made by the railway officials before the system was started. The company had figured that during the month 8,500 tickets would be disposed of to passengers in Rock Island, Moline, and East Moline. Not many more tickets will be sold during the remainder of March, the company expecting most of the cards to be disposed of during the first week of each month.

Figures compiled by other cities which have adopted this method, led the Tri-City railway officials to base its sale on the population of 75,000 for the three cities at \$5.00.

The average number of fares taken in during a 30-day period by the company is 900,000. Of this number, Mr. Denman estimates that 450,000 will have been paid on the 5-cent basic and car ticket. The majority of those who do not in-

vest in the monthly card are buying the tokens at four for 35 cents, Mr. Denman said.

City commissioners of Joliet, Ill., who were in Rock Island a week ago to look over the one-man car idea, stated that the ticket system is employed in Joliet at 75 cents a card, but only 2,000 cards are sold a month. Joliet has a population close to 60,000, the commissioners said.

Little trouble has been experienced by the company the last week with the transferring of cards. Several complaints have been received, where people have attempted to use the cards on street cars in Davenport.

Several stories of cards being transferred have been told. That the cards have been passed from passenger to passenger as they enter the car, the first man up passing the card behind him while he receives his change, is one of the several that have been circulated. Another is that cards have been cut in two, being used by two people. They are held in the pocket only the edge of the card being shown as the passenger enters the car.

Railway, Light and Power company. At this session the addresses of the three state executives, Adam Gschwindt, Rockford, president, Illinois State Electric association; W. L. Arnold, Elgin, president, Illinois Electric Railway association, and H. H. Clark, Chicago, president, Illinois Gas association, will be heard.

WEST SHERRARD

Mr. and Mrs. Frank Schurr spent Sunday afternoon with the latter's parents, Mr. and Mrs. Will Gibson, and family, of Sherrard.

Vernon Schuessler, Virgil Spengler, Verlo Collingwood and Laura Dawson were out of school several days with colds and influenza.

Mrs. Millie Dawson has been confined to her bed for several days with influenza.

Alvin Wilson has moved to a farm near Lynn.

Mr. and Mrs. P. A. Thuren and Mrs. Joe Schurr spent Sunday afternoon at the Sherman Thuren home.

COAL VALLEY.

Ida and Tillie Nelson left Saturday for a visit with their sister, Mrs. A. B. Godwin and brother, J. E. Nelson, at Canton, Ill.

Mrs. John M. Pryce has returned from a visit with relatives in Milan and Rock Island.

Mrs. Violet Dibbern of Rock Island came Saturday to spend a few days with her parents, Mr. and Mrs. Albert Ellis.

John Pryce, Jr., of Rock Island visited over the weekend with his parents, Mr. and Mrs. John M. Pryce.

Mrs. Robert Haas of Moline is visiting her mother, Mrs. Eliza Conner.

Bertha Rhoadarmer visited Sunday with her parents, Mr. and Mrs. Harry Rhoadarmer.

Charles Myer of Rock Island visited the weekend with his parents, Dr. and Mrs. W. F. Myers.

Margaret Conner of Moline spent Saturday and Sunday with her grandmother, Mrs. Eliza Conner.

PROGRAM ENDS NIGHT SCHOOL

D. A. R. Offers \$5 Gold Award to
Night School Student's Best
Work—Term Closes.

The program marking close of the second term of the Rock Island night school will be given Friday night, March 17, in the Manual Arts building.

The night school English class pupils have written essays on, "Why I Came to America," and the best essay will be read at this program. Fort Armstrong chapter, D. A. R., has offered a prize of a \$5 gold piece for this essay and the winner

will be selected this week. Miss Clara Whitman of the chapter is chairman of the committee of judges which will make the selection. The organization will also have charge of the program which will consist of various musical numbers and readings.

The night school, under the direction of A. W. James this year, has been successful in every respect and a great deal of interest has been shown by the pupils. Both terms have been well attended. The beginning English classes had the largest enrollments and many taking courses in the first term continued their studies in the second term.

BROWN'S WILL ORGANIZE CLASSES.

New classes will be formed in Bookkeeping, Shorthand and Typewriting at Brown's Business College Monday.

URGE PLANTING OF TREES AS PART OF STATE-WIDE MOVE

Officials of the Illinois State Nurserymen's association in Aurora have requested the Rock Island Chamber of Commerce to foster a movement to unite all civic societies in a campaign to plant trees.

Farm bureaus, churches, Sunday schools, public schools and other organizations are requested to promote the plan in the interest of the forests and orchards of the state.

BROKERS ARRESTED.

New York, March 8.—Julius Mendelsohn and Joseph W. Dorn, brokers, were arrested, accused of irregularities in stock transactions.

DEAN HARE WILL GIVE LENTEN TALK AT TRINITY CHURCH

Dean Marmaduke Hare, Trinity cathedral, Davenport, will preach at Trinity Episcopal church tonight at 7:45 o'clock. The service will consist of evening prayer.

Genuine



ASPIRIN

WARNING! Say "Bayer" when you buy Aspirin.

Unless you see the name "Bayer" on tablets, you are not getting genuine Aspirin prescribed by physicians over 21 years and proved safe by millions for

Colds	Headache	Rheumatism
Toothache	Neuralgia	Neuritis
Earache	Lumbago	Pain, Pain

Accept only "Bayer" package which contains proper directions.


Handy "Bayer" boxes of 12 tablets—Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monocetate of Salicylic acid

Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

Liggett & Myers Tobacco Co.



"I like 'em!"

Chesterfield

CIGARETTES

of Turkish and Domestic tobaccos—blended

"They Satisfy"



We Join with the Merchants of Rock Island in an Invitation to Visit Their

Exhibit of Spring Merchandise

Thursday Evening, March 9th, from 7 to 9 o'clock

At this time each department will have on display merchandise appropriate for the the spring season.

Salespeople will be in their several departments and cheerfully give any information that is wanted, but nothing will be sold at this time.

Windows will be unveiled and stores opened at 7 o'clock. Come and see the combined display by all Rock Island merchants, 7 to 9 P. M.

YOUNG & McCOMBS

Rock Island, Illinois.

EVEREADY STANDARD
TUBULAR FLASHLIGHT
FOR INDOOR USE



Keep your flashlights always
ready for instant use—

*keep them loaded with snappy
long-lasting Eveready Batteries*

Eveready Batteries are universally used because they are better. They are fresh when you buy them; they give a brighter light; they last longer; they fit all makes of flashlights. Eveready Batteries are sold at electrical, hardware, sporting goods, drug, and auto accessory shops; garages; general stores. If you have a flashlight, see today that it is fitted with an Eveready Battery. If you haven't, buy an Eveready Flashlight now—after a week's use you will find it a necessity.

Insist upon Eveready

EVEREADY FLASHLIGHTS & BATTERIES

Price Complete \$1.20

Eveready Products handled in Rock Island by these good dealers

MCKINLEY HARDWARE CO. 227 Eighteenth Street	SCHLEGEL'S DRUG STORE Complete stock of flashlights, batteries and bulbs
LEITHNER & WEISHAR 1812 Third Avenue Electrical equipment of every description	CHARLES FIEBIG SONS 1619 Third Avenue